Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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Friday the 13th is ripe

in the Valley of the Moon

This Friday the 13th is rather intriguing. Don't know of anybody in particular who has had real bad luck on that day, but the superstition persists. There are one to three of them every year, and of course they're always good for a story, of sorts. Maybe we can dig up something about Groundhog day in a week or two.

FRANK'S HARDWARE. Just opened. Castner Bldg., Boyes. Complete stocks. Paints, Tools, Garden Supplies. Glass. Plumbing.

OUR RESORT, El Verano. Finest in drinkables. Friendly folks' headquarters. Stein Club (ask us about it.)

NOW LET'S HAVE SOME NEWS (you just may be saying).

Well, there's a new doctor in Glen Ellen, first time in the history of that classic community. He's Dr. Gholz, came from Middletown, and should build up a whale of a business, fast.

Fields' Union service station is remodeling the office portion of its building, and should come up with quite a place before you know it. The boy's enterprising.

Local Lions club took in two new members Tuesday night—Frank Ziliotto and Henry Juen, both of Boyes Hot Springs.

Frank Ziliotto has just opened his new hardware store in the Castner building, quarters for a time occupied by the Valley Drug store. Frank's Hardware handles Stanley hardware, Boysen paints, and stocks of plumbers' supplies, mechanics' tools and supplies, garden equipment, with shipments coming in steadily. Frank was with the Hammond Lumber company in Boyes for 5½ years. So Boyes Hot Springs again has a good hardware store of its own.

H. D. "Slim" Currier is back in town after a long absence. He is recovering from an operation on his foot and still is in the hobbling stage.

Mr. and Mrs. C. E. Thorne are moving to Santa Rosa, and a little later to Anchor Bay up by Guallala. Describes the place as a "comer," will build a new home there.

The Bill Russells will be sojourning over the weekend in Reno. Before leaving, many springsites commissioned him to take a little flyer for them, just in case all the conditions are right.

POWDER BOX BEAUTY SHOP. Arnold Drive at Ellis' Station. You'll like our service, equipment, everything. Visit us—soon. Not all women misunderstand their husbands . Some don't know them that well. VALLEY WATCH REPAIR, Boyes Hot Springs.

Boyes has a big collie dog, Tarzan, who looks as if he might be a twin of Lassie. Smart, too.

VERN'S THRIFTY DRESS SHOP, Boyes Theater Bldg. Ladies' high class clothes at prices you won't believe. Nothing like it! For just about everything needed around the house, yard, barn, garage, we've got it. BOYES VARIETY STORE, Hiway 12.

Guess we were a little disappointed that more people didn't subscribe to Moonbeams to be sent to their friends or relatives living maybe back across the mountains. It really is a unique paper, and just maybe it would have made the best Christmas present you could have sent. You can still get 'em on the list. $1 a year is all, though it may be we'll have to jump the price before long.

BOB'S CIGAR STORE, Sonoma. Large stocks of cigars, cigarets, pipes, tobacco. Billiards in connection . Newsstand.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

Got a new subscriber, in Stockholm, Sweden. He's a brother of George Karlberg, local cement construction expert. George says the brother reads English perfectly, so maybe we'll hear from him some of these days.

PARSONS LUMBER HARDWARE CO. (Formerly Valley Lbr. Co.) Same ownership, name changed. Phone WE 8-2140. Quality lumber.

We know of three songs which are closely related to Moon Valley. One (must be 50 years old by now) is "In the Valley of the Moon," a pretty little song. Then say 30 years ago, two San Francisco songwriters were more or less holed in at the Mission Inn on a rainy Sunday, so they proceeded to cook up "The Rose Room," which was a real hit and is still often played over the air. Not too long ago Paul Marcucci wrote words and music for a honey of a song, which unfortunately never really caught on. It's called "On the Outskirts of Heaven." We still think that if it got into the hands of a real good promoter it might sweep the country.

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repair work of all kinds. Work guaranteed.

BROADWAY CAFE, Sonoma. Pop and Mom Medros your hosts. The very best in beverages. Take-out license, too. Drop in.

How'd you fare during the last war, or aren't you old enough to remember? Restrictions were pretty tight in the midwest, and when our decision was made to come out here in 1944, all we could get was enough coupons to tide us over with gas for the exact mileage. We were friends with a Standard Oil distributor, however, and the day we left he handed us a supply of gas stamps which really came in mighty nice before we even got here.

Had trouble with getting cigars, and for a while smoked those black little Mexicans; terrible, but they "smoked." Usually got sick when about half way through. The poor cigaret smokers had it bad too, but that didn't bother us. Remember when the only hard likker you could get was Three Feathers, which you don't see any more. And there was little to be had in the way of cooking fats or oils.

BOYES SPRINGS FOOD CENTER. A one-stop market, with large stocks of everything that's good to eat and drink. Take-out license. DANCING Saturday nights, Sunday afternoons. Good music. Fine dance floor. Swiss eats. LITTLE SWITZERLAND, El Verano.

Greatest mystery around town is "What's going in at Mike and Rose's Boyes Springs store?" One side of the front is all torn up, new foundations are going in, but Mike (and also that little son Gino) won't tell you a thing. Mystery should be solved before too long.

RUSTIC INN, Glen Ellen. GUNNER and RUTH. Historic atmosphere. Jack London used to like it here. So will you!

SOL D. BECKER SELLS REAL ESTATE—
Every Once in Awhile

Remember we said if we ever got hold of several bottles of maraschino cherries we'd eat 'em all at one sitting? Got a big bottle for Christmas, opened it the other day, and our total consumption totaled exactly six (6) cherries.

CHRYSTAL'S SMART SHOP, Plaza Center Bldg., Boyes Springs
Smart Apparel for Women Hosiery Lingerie Separates

FIRESIDE LODGE, just west of Sonoma, Hiway 12. Barbecuing is our long suit—steaks, chops, ribs, chicken. Splendid cocktail bar.

There's a new city in California. Fremont, made up of a half dozen small communities in the lower East Bay region. Town will be the

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second largest (in area) in the state. Los Angeles is the largest.

Now why shouldn't we do likewise? The vote for incorporation last Tuesday was a whopping 2 to 1 majority, and the people are very happy about it.

All that is needed here to accomplish our incorporation as a city is some one person to take the lead, aided by a civic-minded group of citizens.

Who'll jump in and take the lead?

It's the show place of the Valley. Your friends will appreciate your bringing them here to dine. SONOMA GOLF & COUNTRY.

SONOMA FURNITURE MART, South Broadway. Highest type furniture for the discriminating. We'll trade, repair, deal.

That fellow at Sol Becker's (soon to be Greengrass Realty) who writes the cleverest ads we've ever seen is one Ed Knox—who really should be head of the advertising department of the New York Times or some similar high-powered newspaper. Soon it'll be the Frank Greengrass Realty, handling real estate in all its branches, with offices down the street in the former Hall building next to the Valley Review office.

FETTERS HOT SPRINGS LAST DAY COVERS
MAIL 25c TO BOX 398, EL VERANO, FOR 3

ADOBE DRUG (Ray S. Duer), 411 First St. W., Sonoma WE 8-2971
Prescription Specialists

Read something last week about crabs, handled exclusively in this area by Sam Friscia, Craig avenue. One item dealt with the cooking of the gourmet's delight; said to put them in the water when cold, then step up the heat, and the crabs will painlessly meet their eventual fate. Sam says that's the way he does it, the crab suffering not a bit. There also were instructions as to how to properly eat a crab. It's etiquettily proper to eat them using the fingers, but it's so much nicer to have some one dig out the meat ahead of time. When a dealer does this, your crab meat will cost you more money.

Real estate headquarters — sales or rentals — WOODS-FRANQUELIN CO., Boyes Springs Branch. Fast service. Personal attention. RICHFIELD SERVICE in Boyes, Plaza corner. BUD DELANEY will serve you with the finest gas, oil, lubricants, tires, batteries.

We'll always be "agin" sending another nickel overseas to help aid the foreign nations. Haven't we learned that we haven't made one single friend by sending aid; in fact, we've got everybody hating us, or merely tolerating us as long as they can get something out of our treasury (to which you're contributing). Right at home this country can well use the $4 or $5 billion proposed to be spent for foreign aid.

Our own people, in many parts of the nation, need this aid as much or more than do any foreign countries. Why doesn't our congress and the administration get smart and use their collective noodles?

It might well be we'd be better off to slip a few millions into some of the captive countries which might in time break with Russia, rather than dole out our money to such countries as Ethiopia or Kenya or the Sudan, which as of this moment are not of major importance.

You really can't buy friendship.

GERTRUDE DETERS, Box 396, El Verano. Representative for National Monument Co., also finest calendars, matches, printing.

GEORGE, the meat maestro at BOYES SPRINGS FOOD CENTER, delights in cutting fine quality meats to your exact order. Poultry.

Once we almost made a speech. Were listed by the Ohio Publishers' association to make a speech at the Lima convention on "How to Successfully Run a Newspaper in a Community Dominated by a Large City Daily." Some title, almost exact. So we wrote up quite a speech, and made haste to get to Lima.

First day there were a lot of high-powered speeches. Second day we were on the list. Got closer 'n' closer, and we got more and more scared. So there was a welcome tummyache, or something, and we left our typed speech with the secrtary. Don't know yet whether or not it was ever read, because about that time we were on a train headed for home.

Not sure we'd be any better today.

Italian Cuisine for the discriminating. American dishes too. SONOMA GROVE, Highway 12, south of Boyes. Cocktail bar.

ROZARIO'S PALMS INN, Verano. Excellent food, comfortable surroundings, cocktail and snack bars. Moderate priced.

How're the eyes?

We get this query every once in a while. It was a year ago when we walked around town carrying a white cane, and it was muchly needed. But on January 19 we had enough nerve to submit to a cataract operation. And it took nerve. The operation really didn't hurt a bit. It just tickled. And in about eight weeks, with special glasses, we could see about as well as ever, after a short period of orientation. 'Nother operation, on the other eye? Maybe. But not right away. We drive, see television, read, can tell you what time it is, which is a far cry from a year ago. We have to thank the prayers of so many of our readers, and the inspired skill of our eye specialist, Doc O'Connor.

THE BEST FOOD and drinks you can find in the Valley. Bring your guests here. Try our steaks. MENDEL'S CAFE, Boyes.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

2011.1.29

Now if we can get one subscriber in Truth or Consequences, N. M., or Okmulgee, Okla., or Oconomowoc, Wis., it could well be said that Moonbeams has gone over. And maybe one in Thousand Palms, Calif.

PAUL'S OLD RANCHERO, Verano. Banquets and parties our specialty. New dance floor. Cocktail bar. Music nightly by Paul.

B & L LAUNDROMAT, Fetters. Trouble with drying your wash nowadays? Wash and dry right here, a little time, small cost.

LARSON'S LIQUOR & SPORTING GOODS

Sportsmen's Center — Fishermen's and Hunters' Supplies

Really ought to know more about Ben Franklin, the patron saint of the printing industry. Quite a bit about him in our American histories read in school, but in later years, wanting to know more about him, we got a book, written by a real authority. But it was so dry and hackneyed we gave up after the first few pages, and still have a lot to learn about this great American.

EL DORADO HOTEL, Sonoma, run by the MERLO'S. Historic building and furnishings. Excellent dinners (Italian especially).

FIELDS UNION SERVICE, Main Corner, Boyes. Union Oil products. Experienced mechanic on duty. Guaranteed service.

VALLEY OF THE MOON CIGARS—Handmade right here in the Valley. Superior quality. Get 'em at most dealers.

Got to tell you a little about Krishna Venta, the bearded leader of a strange cult which has headquarters in Box canyon in the Santa Susana mountains, about three miles out of Chatsworth, where we lived for four years.

Krishna (the Master) was sentenced to five days in jail in Oakland last week for failure to pay back alimony to his former wife. Several of his followers picked the jail there in protest.

We first saw Krishna in Chatsworth, walking barefooted (somewhat gingerly) across a gravelly alley adjoining the postoffice. He was wearing a beautiful yellow robe. His followers all wear robes of different color, various colors denoting their rank.

Soon the Master gave us an order for 12 subscriptions to our paper, paying cash. Got kinda friendly with him. Went up to his communal headquarters and had dinner one day. It was mostly vegetables, which we hate, with postum for coffee. Krishna said coffee was too expensive. They have meat once a week.

Krishna and several of his disciples, Peter, Gene, and later Billie and Nakoma, used to come to the house, and they really liked our wine and bourbon. A local beverage distributor said they always bought the very best liquor, and the leaders drove expensive cars. Krishna flew to Europe on an evangelistic tour, and he is reported to have lost a few thousand dollars at the gaming tables in Las Vegan (he said he

was trying to bolster the cult's finances).

Actually the man is a former mechanic from Oakland. His ex-wife (there are two children) says the Master told her he was going to make a living without working. And he certainly has done it. (We went to one of his services one Sunday. Gruesome. Tell you more about it some day.)

On the credit side, there is some good to be said. First heard of the cult when there was an airplane crash in the Santa Susana mountains near the cult's home base, and the boys (barefooted) rescued a score or more of the passengers. They fight forest fires in their bare feet and do a wonderful job. They go to every big fire, serve food and drink to the firefighters (they do get paid a little for that), and in general will help anybody who needs help. They ask no pay, but will accept contributions.

The Master has a different wife now, and there are six more children. Married folks may join. Single men and women sleep in different barracks, and there is no fraternization to speak of. Laundry is done in a cave, and they all join in in building new roads, buildings, gardens, and what not.

It's a queer organization. Maybe you'd like it but don't think so). Would you like to hear more about it?

Conventions, banquets, dinners—all have a perfect setting at SONOMA MISSION INN, Boyes. Friendly, sumptuous, perfect!

MAC DONALD'S JEWELRY, Sonoma. An exceptional store, with large stocks of name brands, plus friendly, experienced service.

MIKE & ROSE'S BOYES SPRINGS STORE. Meat specialists, with special low prices last three days each week. A good market.

WHEN NEW FOLKS MOVE INTO TOWN

By Jack Hamilton, in Town Journal

Last April 300 persons jammed the local hall in Rockfield, Wis., for the sixth annual "Hi Neighbor" party, official welcoming to the community for new families which had moved into the area during the year.

You could tell the new neighbors. Each wore a rose donated by the local florist, who also gave a flowering plant to all the new families. A long buffet table rapidly filled as the Richfield hosts arrived with trays of sandwiches, cakes, cookies, homemade specialties. Other refreshments came from local merchants. At another big table, 50 door prizes piled up—everything from food from the cannery to motor oil from a filling stations, all contributions from businesses.

Song-lovers limbered up their vocal cords when Mrs. Ray Pratt started the community singing. The Oak Grove 4-H club presented a

one-act comedy play. Then Elroy's Rhythm Rascals tuned up for dancing—including square dancing. There was something for everyone—toddlers to grandparents. It's the biggest social event of the year.

A communityIspirited Evangelical and Reformed minister, Rev. Calvin W. Franz, started the annual affair in 1948 when he decided that people in and around Rockfield didn't really know one another. They were split into little church and school groups. Plans for community projects died from lack of enthusiasm and a work-together spirit.

With counsel from the University of Wisconsin's department of rural sociology and the Wisconsin Agriculturist and Farmer, Pastor Franz called at his home a meeting of the rural schoolteacher, the county agent, the postmaster, representatives from local clubs and churches, associations and industry. A committee from this group planned the first Hi-Neighbor party.

On the night of the party more than 200 persons turned out to welcome 40 new neighbors. They had such a good time — not just greeting new neighbors, but visiting with each other—that they decided to hold one annually.

At each party they pick a new committee to plan next year's party. One busy chairman was Bob Klein, proprietor of a general store.

"The women at the cannery made up special invitations for all the new neighbors," Klein says, "and we delivered each one personally. It was a lot of work, but 17 of the 20 new families came to the party."

Ministers, merchants, schoolteachers all tell the committee about the new families, and a check is made with the postmaster. They hunt up new people on farms served by the rural mail route as well as residents in town.

It's not hard to put the party together. Rockfield's committee starts working about three weeks before the date; the fun and good feeling from the work are worth many times the effort.

In trying to do something for new neighbors, Rockfield folks find they've done even more for themselves. They've created a genuine community.

SAM FRISCIA, Wholesale-Retail SEAFOOD. Craig Ave., off Arnold Drive. Cooked Crabs (we crack and clean), prawns, filets, abalone.

Did you hear about the fellow who fell into a lens grinding machine and made a spectacle of himself?

DENNY'S C O G CLUB, Boyes. Denny Coleman, proprietor. Convenient location, wonderful drinkables, friendly people all around.

BUD THOMPSON, your barber extraordinary, at the Plaza next to Mendel's, Boyes. Haircuts supreme! Hair styling a specialty.